AtliQ Hospitality Analysis

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Problem Statement

AtliQ Grands proudly owns a collection of five hotels in the major Indian cities such as Delhi, Mumbai, Hyderabad, Bangalore.

"AtliQ Grands, a well-established player in India's hotel industry, is facing tough competition and declining revenue in the luxury and business hotel sector. This is because of poor decisions and strong competitors. To fix this, their management team has decided to use data and smart strategies. They don't have their own data experts, so they are hiring an outside company to help them make better decisions and win back customers and money."
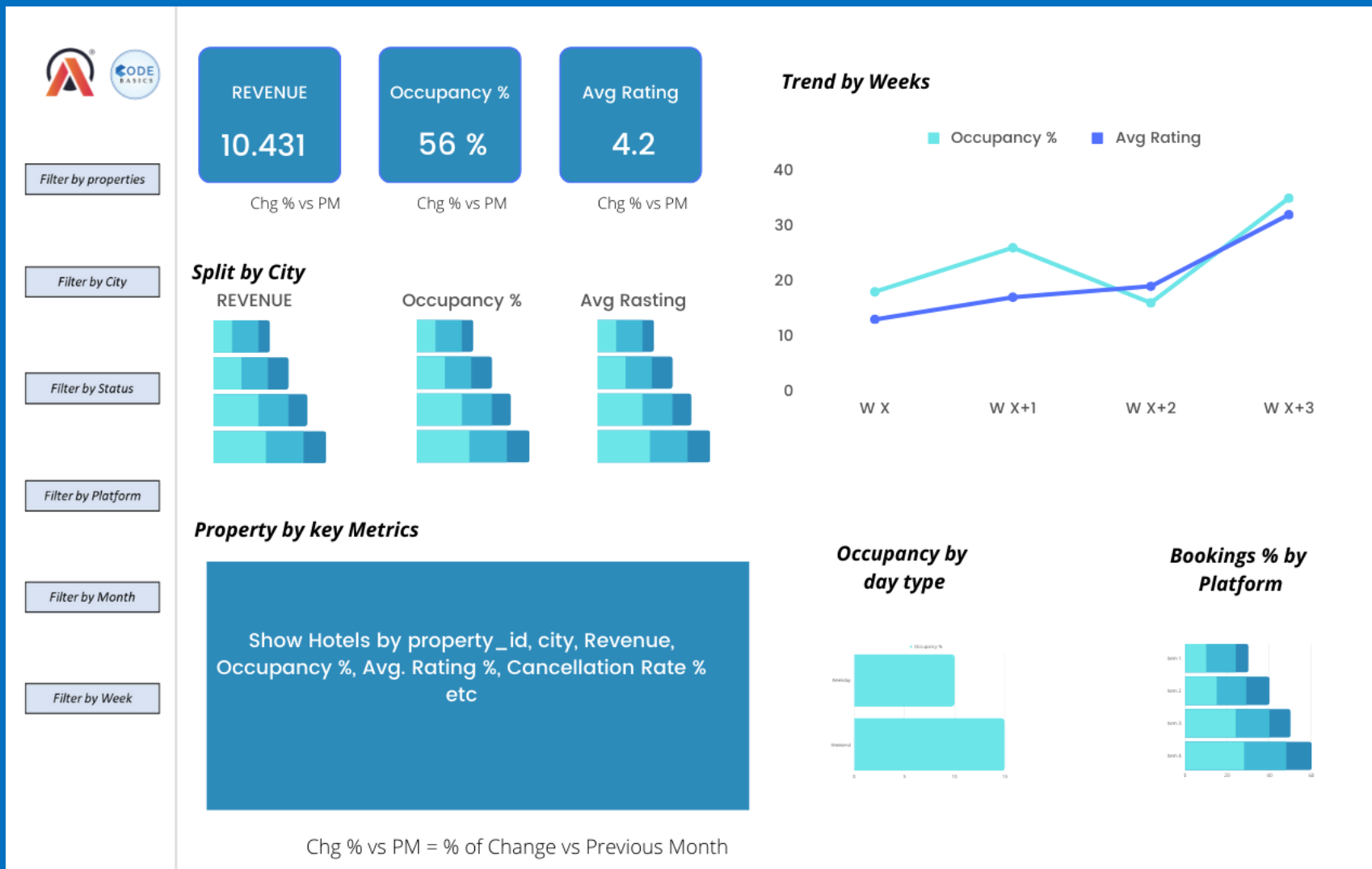
Dataset Details

We are provided with 3 months booking details data of all the AtliQ hotels.

Dataset contains 5 excel files:

- *Dim_date*
- *Dim_hotels*
- *Dim_rooms*
- *Fact_aggregated_bookings*
- *Fact_bookings*
- *Metric list excel file*
- *Mock-up Dashboard*

Mock-up Dashboard

Company Properties

AtliQ

Bangalore

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace

Mumbai

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
Atliq Grands
Atliq Palace
Atliq Seasons

Hyderabad

Atliq Bay
Atliq Blu
Atliq City
Atliq Exotica
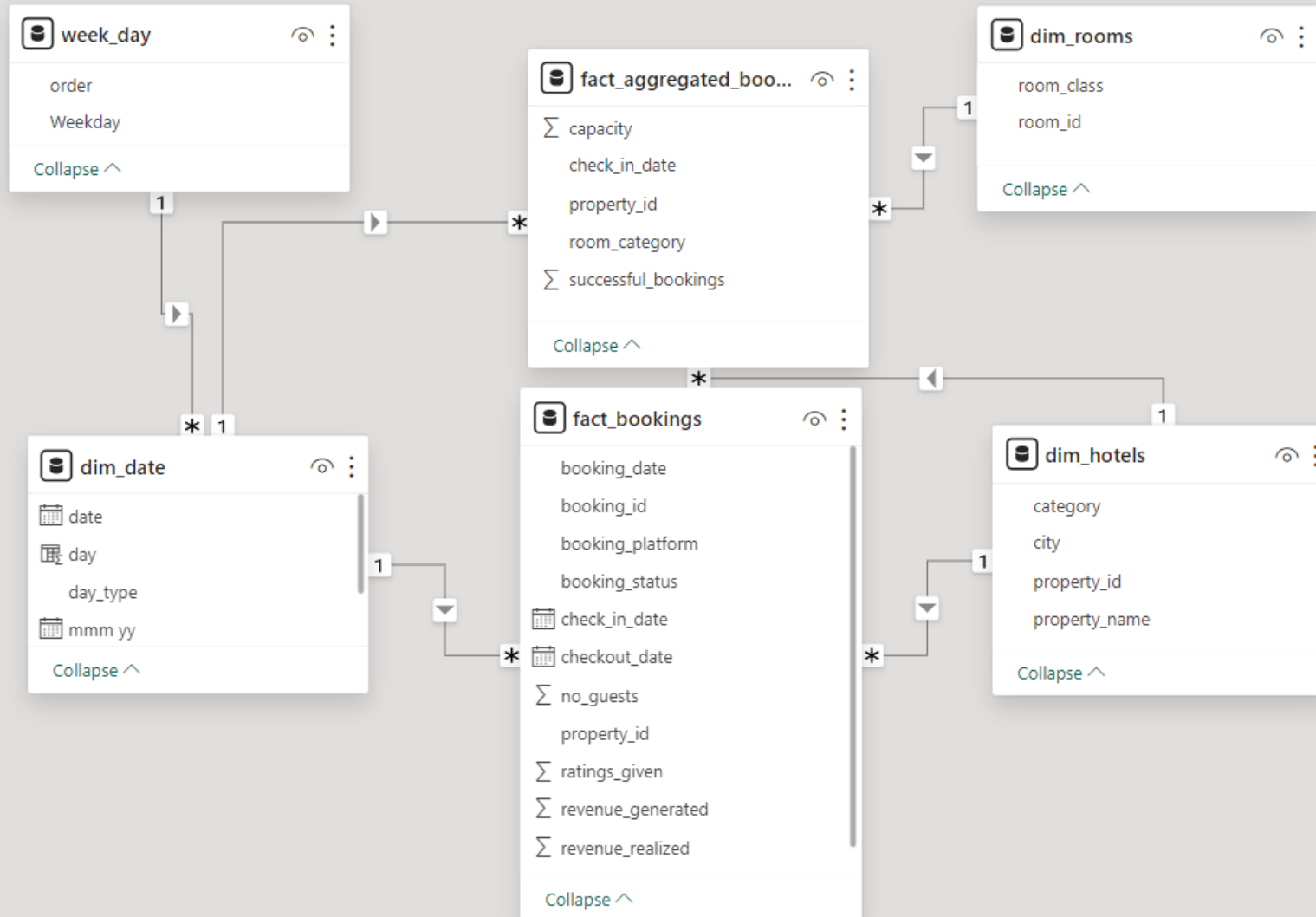Atliq Grands
Atliq Palace

Delhi

Atliq Bay
Atliq Blu
Atliq City
Atliq Grands
Atliq Palace

Expected outcome after this analysis?

- *Regain their market share in the luxury/business hotels category.*

- *Understanding the revenue trend by week/month//day*

- *To get insights where business is failing and what can be done to tackle them.*

Data Model

Dashboard

AtliQ Hospitality Analysis

1.7bn	58%	Avg. Rating	24.8%	298.8M
Revenue	**Occupancy**	0 3.62 5	**CR**	**LDC/PDC**

Revenue by City
- Mumbai — 669M
- Bangalore — 420M
- Hyderabad — 325M
- Delhi — 295M

Occupancy % by city
- Delhi — 61%
- Hyderabad — 58%
- Mumbai — 58%
- Bangalore — 56%

Avg. Rating by City
- Delhi — 3.8
- Hyderabad — 3.7
- Mumbai — 3.7
- Bangalore — 3.4

Bookings by Platform
- others — 55K
- makeyourtrip — 27K
- logtrip — 15K
- direct online — 13K
- tripster — 10K
- journey — 8K
- direct offline — 7K

Occupancy Ratio
- weekend — 51% (41.1%)
- weekeday — 74% (58.9%)

Properties by Key Metrics

property_name	Revenue	Avg. Rating	Occupancy %	Total Bookings	CR	CB	Total Capacity
⊞ Atliq Bay	260M	3.71	58%	21389	24.8%	5314	36616
⊞ Atliq Blu	261M	3.96	62%	21795	24.7%	5373	35144
⊞ Atliq City	286M	3.69	60%	23323	24.9%	5811	39192
⊞ Atliq Exotica	320M	3.62	57%	23441	24.4%	5713	40940
⊞ Atliq Grands	212M	3.10	53%	17035	25.1%	4273	32384
⊞ Atliq Palace	304M	3.75	60%	23625	25.2%	5949	39376
⊞ Atliq Seasons	66M	2.29	45%	3982	24.8%	987	8924
Total	**1709M**	**3.62**	**58%**	**134590**	**24.8%**	**33420**	**232576**

Weekly Trend (Revenue & Ratiing)

W 19 | W 24 | W 27 | W 28 | W 22 | W 25 | W 20 | W 21 | W 29 | W 26 | W 23 | W 30 | W 31 | W 32

NA - Not Applicable, CR - Cancellation rate, CB - Cancelled Bookings count, LDC/PDC - Profit/Loss Due to Cancellation

Slicers:
- Property Na... — All
- City — All
- booking_status — All
- Platform — All
- Month — All
- week no — All

Major Insights

- *Mumbai generates the highest revenue (669 M) followed by Bangalore, Hyderabad and Delhi*

- *AtliQ Exotica performs better compared to all 7 type of properties with 320 Million revenue, rating 3.62, occupancy percentage 57 and cancellation rate as 24.4%.*

- *AtliQ Bay has the highest occupancy of 66%*

- *Week 24 recorded the highest revenue among all, which is 139.6 Million*

- *Delhi tops both in occupancy and rating followed by Hyderabad, Mumbai, Bangalore*

- *AtliQ lost around 298 Million in cancellation*

- *Elite type rooms has the most booking and as well higher cancellation rate*

Thank You